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09/21/1982 - Patricia Viverito Named First Commissioner of the Gateway Collegiate Athletic Conference

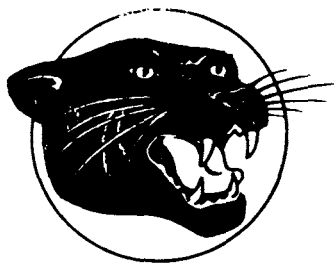
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Panther Sports News

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Sept. 21, 1982

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FOR IMMEDIATE RELEASE

CHARLESTON, IL--Patricia Viverito, 30, former collegiate and professional baseball administrator, has been named the first commissioner of the Gateway Collegiate Athletic Conference, Eastern Illinois University and league president Daniel E. Marvin, Jr. announced today (Sept. 21).

The GCAC is a ten-team women's league composed of Bradley, Drake, Eastern Illinois, Illinois State, Indiana State, Northern Iowa, SIU-Carbondale, Southwest Missouri, Western Illinois and Wichita State.

Viverito will begin her duties on Monday (Sept. 27). League headquarters will temporarily be located at Eastern until a conference office can be established in St. Louis.

"We are pleased to be able to announce the hiring of Ms. Viverito. With her background in collegiate and professional sports, she brings excellent credentials to this new position. We look forward to her providing the leadership to make this one of the best NCAA Division I women's leagues in the country," said Marvin.

Since spring she has been an account executive for the Tidewater Tides baseball club, the New York Mets Triple A team in Norfolk, VA. Her responsibilities with the Tides include managing accounts, coordinating promotions and assisting the general manager in all phases of public relations and event management.

"She is an energetic and knowledgeable person, and well-qualified to assume the position of commissioner. She is eager to get started, and we are pleased to have someone of her capabilities coming in immediately to take charge," said Dr. Jack Jessel, Indiana State University faculty representative and chairman of the search committee.

From 1979-81 Viverito was Special Projects Director for the women's program at the University of Texas. She was in charge of planning, budgeting and coordinating all department activities concerning promotion, sports information, publications, fund raising and event management.

While at Texas she served as the director of the 1981 AIAW national track and field championship, international basketball and volleyball exhibitions and various regional, state and league championships in cross country, tennis, gymnastics, track and field and volleyball.

She served on the UT Student Affairs Development Committee, UT Centennial Celebration Committee, Athletes Advisory Council and faculty advisor for the Student Involvement Committee.

Viverito was employed by Procter & Gamble from 1974-77 as a sales, public relations and administrative representative for its paper products division in a four county northern Indiana area.

She has lectured and participated in several national clinics and seminars on sports management and assisted Old Dominion University in the administration of the 1982 NCAA women's basketball championship. Originally from Chicago, Viverito earned a bachelor of science in marketing from Northern Illinois University and a master of science with honors in sports management at the University of Massachusetts.